

Memo



STATE OF RHODE ISLAND
**ENERGY EFFICIENCY &
RESOURCE MANAGEMENT COUNCIL**

To: Energy Efficiency and Resource Management Council
From: EERMC Consultant Team
CC: Steven Chybowski
Date: May 16, 2023
Subject: Advocacy Solutions Updated Work Plan for Brand & Communications Contract

CONSULTANT TEAM

SUMMARY

In late 2022, the EERMC solicited professional proposals for strategic consultation and further development of EERMC brand identity and communication functions in order to foster greater awareness of Council efforts and build public recognition, reputation, and credibility over time. As the Council continues to expand its public education and outreach activities, enhancing its own distinct brand and communications tools will help fulfill its mandate to promote public awareness of energy efficiency programs and their benefits.

ADVOCACY SOLUTIONS UPDATED WORK PLAN

1. Description Conduct a Brand Audit

Start by conducting a comprehensive brand audit to assess the current state of the council's branding and communication efforts. As part of the audit, Advocacy Solutions will contact residents, businesses, and industry representatives to assess awareness of the EERMC. This phase will include an analysis of the Council's mission, vision, values, messaging, target audience, competitors, and brand assets.

DUE: Week of June 12, 2023

DELIVERABLES: Updated situation analysis and audit report. Findings can be presented by the Advocacy Solutions team to the Council. Council feedback will inform the Brand Strategy.

2. Develop a Brand Strategy

Based on the insights gained from the brand audit, develop a comprehensive brand strategy that outlines the council's unique value proposition, messaging framework, brand personality, and visual identity.

DUE: Week of July 24, 2023

DELIVERABLES: Initial creative brief with high-level recommended updates to the EERMC brand. Recommendations will be presented by the Advocacy Solutions team to the Council. Any feedback from the Council will be reflected in the updated Brand Guidelines.

3. Develop a Brand Guidelines

Create a set of brand guidelines that provide clear direction on how the council's brand should be used across all communication channels. This could include guidelines on logo usage, color palette, typography, imagery, tone of voice, and brand messaging.

DUE: Week of August 24, 2023

DELIVERABLES: Draft of a brand book that will outline the updated brand direction. The brand book will be presented to the Council for feedback.

4. Update the Visual Identity

Based on the brand strategy and guidelines, update the council's visual identity to reflect the new brand direction. This could include developing a new logo, updating the color palette and typography, and creating new brand assets such as templates, icons, and graphics. These assets will also be featured in the planned updates to the Council's website.

DUE: Week of September 18, 2023

DELIVERABLES: Finalized brand book will be presented to the full Council, but any modifications to the updated visual identity at this stage should be minor.

5. Develop a Content Strategy

Develop a communications plan that outlines a content strategy. The content strategy will align with the brand messaging framework and the Council's communication objectives. This could include identifying key themes and topics, target audience, content formats, channels, and an outline of planned updates to the Council's website.

DUE: Week of October 16, 2023

DELIVERABLES: Draft communications plan including draft copy for the updated website that will utilize the updated brand identity. The Council's feedback will be used to finalize the communications plan and finalize planned updates to the website.

6. Present Updated Communications Tools & Provide Final Recommendations

Present the final website and other communications materials that may also include ideas for social media campaigns, email newsletters, potential events, advertising opportunities, and other potential PR strategies to the full Council.

DUE: Week of December 11, 2023

DELIVERABLES: Protected link to the updated website once it gets to a place where it can be shared. Finalized communications materials will be presented to the full Council, and Advocacy Solutions will make any final modifications based on the Council's feedback.